

DIRECT MAIL -APRIL COUPON MAILING
1996

PROJECT CODE = K10

MAILING	TIMING	AUDIENCE	CIRCULATION	UNIT COST	PRODUCTION COST	ESTIMATE #	\$ AMOUNT	DESCRIPTION
PRODUCTION	MAY	MARLBOROSMOKERS	320,000	\$1.08	\$345,600			
UNDELIVERABLES @ 7%			22,400		\$0.20		\$4,480	
COUPONS								
		120,000 circ w/ 2 \$3.00 coupons	240,000	\$3.10	40.0%	\$297,600	96000	10,200,000
		100,000 circ w/ 2 \$2.00 coupons	200,000	\$2.10	32.0%	\$134,400	64000	12,800,000
		100,000 circ w/ 2 \$.40 coupons	200,000	\$0.50	40.0%	\$40,000	80000	3,200,000
						\$472,000		35,200,000
DEVELOPMENT COSTS						\$35,000		
TOTAL COST						\$857,080		
TOTAL BUDGET						\$900,000		
FAVORABLE/(UNFAVORABLE)						\$42,920		NOTES:
					UNITS MOVED	35,200,000		PRODUCTION COSTS INCLUDE 1ST CLASS MAILING
					CPM \$	\$24.35		UNDELIVERABLE KEYING - \$.08
								UNDELIVERABLE DESTRUCTION - \$.12

2048205094

4/20/96
5:35 PM
MTerry